I drive about 150 mile radius of Houston 5 days a week, and I really value being able to turn on the local weather and traffic report on sat radio exactly when I need it, rather than when some local station has a spot between commercials. I pay for two sat radios so when we are camping I know where to find the information I need when I need it, much like the internet provides. Its all about the consumer having the ability to make his own choices.